

<i>SERFF Tracking Number:</i>	<i>MUTM-126504784</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Mutual of Omaha Insurance Company</i>	<i>State Tracking Number:</i>	<i>44943</i>
<i>Company Tracking Number:</i>	<i>STACEY PAYTON</i>		
<i>TOI:</i>	<i>LTC06 Long Term Care - Other</i>	<i>Sub-TOI:</i>	<i>LTC06.000 Long Term Care - Other</i>
<i>Product Name:</i>	<i>Long-Term Care Advertising - ML11867</i>		
<i>Project Name/Number:</i>	<i>Long-Term Care Advertising Letter/ML11867</i>		

Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long-Term Care Advertising - ML11867 SERFF Tr Num: MUTM-126504784 State: Arkansas

TOI: LTC06 Long Term Care - Other	SERFF Status: Closed-Filed	State Tr Num: 44943
Sub-TOI: LTC06.000 Long Term Care - Other	Co Tr Num: STACEY PAYTON	State Status: Closed
Filing Type: Advertisement		Reviewer(s): Marie Bennett
	Author: Stacey Payton	Disposition Date: 03/08/2010
	Date Submitted: 02/18/2010	Disposition Status: Filed
Implementation Date Requested:		Implementation Date:

State Filing Description:

General Information

Project Name: Long-Term Care Advertising Letter	Status of Filing in Domicile: Authorized
Project Number: ML11867	Date Approved in Domicile: 02/17/2010
Requested Filing Mode:	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Group Market Size:
Overall Rate Impact:	Group Market Type:
Filing Status Changed: 03/08/2010	Explanation for Other Group Market Type:
	State Status Changed: 03/08/2010
Deemer Date:	Created By: Stacey Payton
Submitted By: Stacey Payton	Corresponding Filing Tracking Number:
Filing Description:	
NAIC #261-71412	
FEIN #47-0246511	
Mutual of Omaha Insurance Company	
Long-Term Care Advertising	
ML11867	

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

We request that any wording such as the Agent's Name, Phone Number and E-Mail Address in brackets be considered

SERFF Tracking Number: MUTM-126504784 State: Arkansas
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Company Tracking Number: STACEY PAYTON
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: Long-Term Care Advertising - ML11867
Project Name/Number: Long-Term Care Advertising Letter/ML11867
variable.

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Carly Cole
Product and Advertising Compliance Consultant
Regulatory Affairs
Phone: 402-351-2476
Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

sp

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com
Consultant
Regulatory Affairs 402-351-2476 [Phone]
Mutual of Omaha Plaza 402-351-5298 [FAX]
Omaha, NE 68175

Filing Company Information

Mutual of Omaha Insurance Company	CoCode: 71412	State of Domicile: Nebraska
Mutual of Omaha Plaza	Group Code: 261	Company Type: Health Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6420 ext. [Phone]	FEIN Number: 47-0246511	

Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	No
Fee Explanation:	
Per Company:	No

SERFF Tracking Number: *MUTM-126504784* *State:* *Arkansas*
Filing Company: *Mutual of Omaha Insurance Company* *State Tracking Number:* *44943*
Company Tracking Number: *STACEY PAYTON*
TOI: *LTC06 Long Term Care - Other* *Sub-TOI:* *LTC06.000 Long Term Care - Other*
Product Name: *Long-Term Care Advertising - ML11867*
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COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Mutual of Omaha Insurance Company	\$50.00	02/18/2010	34274008

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<i>Company Tracking Number:</i>	<i>STACEY PAYTON</i>		
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	03/08/2010	03/08/2010

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Disposition

Disposition Date: 03/08/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Company Tracking Number:	STACEY PAYTON		
TOI:	LTC06 Long Term Care - Other	Sub-TOI:	LTC06.000 Long Term Care - Other
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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Letter		Yes

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Form Schedule

Lead Form Number: ML11867

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	ML11867	Advertising Letter	Initial			ML11867.pdf

[Your Licensed Company Name Required]

[Agent Name]

[Agent Address]

[Agent City, State, ZIP]

[Agent Phone Number]

[Agent E-mail]

There's no place like home

Your home is the center of your life. It's where your kids grew up. And it's where they'll keep coming for family dinners and holiday get-togethers. Your home is where you're most comfortable. And it's where you plan to stay.

If you're like most people, going to a nursing home is something you don't want to do. But, did you know a long-term care insurance policy actually may help keep you out of a nursing home by allowing you to get the care you need right in your own home?

A long-term care insurance policy also may help alleviate your other concerns. For example:

- If you don't want your kids to have to worry about taking care of you, long-term care insurance can provide benefits to help pay for care so you can enjoy the time you and your kids spend together
- If you don't want to put your retirement savings at risk, long-term care insurance can help you protect your savings from the high cost of long-term care services so you can do all the things you planned to do in retirement
- If you don't want others making decisions about your care, long-term care insurance helps allow you to decide what's best for you so you get the care you need in the setting of your choice
- If you want to have something to leave your kids, long-term care insurance can help ensure you're not putting your kids' inheritance in jeopardy

Let me show you how a long-term care insurance policy from Mutual of Omaha Insurance Company can help you stay at home so you can continue living life on your own terms. Contact me today. I'll be happy to provide a no-cost assessment of your long-term care needs. And as always, there's no obligation to buy.

Sincerely,

[Agent Name]

An Independent Licensed Agent

P.S. Some people mistakenly believe long-term care insurance is too expensive. Many of our customers tell us it turned out to be more affordable than they thought. Be sure to ask me about a variety of premium allowances that can significantly lower your cost.

Long-term care insurance is underwritten by Mutual of Omaha Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175-0001. Policy forms LTC09M, LTC09M-AG (or state equivalent) In ID: LTC09M-ID, LTC09M-AG-ID, In NY: LTC09M-NY, LTC09M-AG-NY, In OK: LTC09M-OK, LTC09M-AG-OK, In OR: LTC09M-OR, LTC09M-AG-OR, In PA: LTC09M-PA, LTC09M-AG-PA, In WA: LTC09M-WA, LTC09M-AG-WA. Coverage may vary by state. These policies have exceptions, limitations and reductions. This is a solicitation of insurance. An insurance agent may contact you by telephone to provide additional information.



**MUTUAL OF OMAHA
INSURANCE COMPANY**